

Message Text

UNCLASSIFIED

PAGE 01 PANAMA 05208 262241Z

14

ACTION CU-04

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FM AMEMBASSY PANAMA

TO SECSTATE WASHDC PRIORITY 4944

UNCLAS PANAMA 5208

FOR: CU/ARA

E.O. 11652: N/A

TAGS: OEXC, PN(MENDELSSOHN, MAYIN CORREA DE)

FY 76 INTERNATIONAL VISITOR PROGRAM

1. POST REQUEST PARTIAL GRANT OF 5 DAYS PER DIEM IN WASHINGTON, AND FACILITATIVE ASSISTANCE, FOR MAYIN CORREA DE MENDELSSOHN. BIO-DATA: OWNER OF PUBLICIDAD MAYIN, S.A.(PUBLICITY FIRM), AND A FREE LANCE TV PRODUCER. BORN MACARACAS, LOS SANTOS ON OCTOBER 23, 1935. PANAMANIAN CITIZEN. BUSINESS ADDRESS: AVENIDA BALBOA AND CALLE 27, PANAMA CITY. KNOWLEDGE OF ENGLISH GOOD. NO INTERPRETER REQUIRED.

2. REASON FOR NOMINATION: MISS CORREA (MRS. MENDELSSOHN USES MAIDEN NAME IN HER PROFESSIONAL ACTIVITIES.) IS PRODUCER-MODERATOR OF A SUCCESSFUL WEEKLY PUBLIC AFFAIRS PANEL PROGRAM ON THE RPC-TV NETWORK IN PANAMA. SHE IS AN EXPERIENCED JOURNALIST AND OWNER OF A PUBLIC RELATIONS FIRM, BUT IS A NEOPHYTE TO TELEVISION. AN OPPORTUNITY TO CONSULT WITH US EXPERTS IN THE FIELD WILL INCREASE HER PUBLIC AFFAIRS EFFECTIVENESS AND REFLECT FAVORABLY ON US KNOW-HOW.

3. PURPOSE OF PROGRAM: TO FAMILIARIZE VISITOR WITH THE TECHNIQUES OF PUBLIC AFFAIRS PROGRAMMING AND PRODUCTION, THAT IS, CONDUCTING A PANEL PROGRAM WITH MULTIPLE INTERVIEWS; TIMING AND PACING OF A PANEL PROGRAM; USE OF FILM AND OTHER GRAPHICS IN INTERVIEW PROGRAMS; INNOVATIVE TECHNIQUES WITH LARGER GROUPS.

4. PROGRAM SUGGESTIONS: MISS CORREA SHOULD SPEND 5 DAYS OF UNCLASSIFIED

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OBSERVATION AND CONSULTATION DIVIDED BETWEEN PRIVATE TV

CHANNELS AND USIA/IMV. (PROJECT DISCUSSED BY PHONE WITH USIA/ILA VANCE PACE.) WETA-TV IN ARLINGTON WOULD BE EXCELLENT CHOICE, SINCE IT SPECIALIZES IN PRECISELY THE TYPE OF PUBLIC AFFAIRS PROGRAM WHICH INTERESTS MISS CORREA. MOREOVER, WETA'S FACILITIES ARE COMPARABLE TO THOSE OF RPC IN PANAMA. POST SUGGESTS THAT WETA PROGRAM MANAGER, MICHAEL HARDGROVE, BE INFORMED THAT MISS CORREA IS RECOMMENDED BY HOWARD LANE, PANAMA IO AND FORMER WETA PROGRAMMING INTERN.

5. PROPOSED US ARRIVAL SCHEDULE: MISS CORREA TRAVELS TO NEW YORK SEPTEMBER 1 ON PRIVATE BUSINESS AND WILL REMAIN UNTIL SEPTEMBER 14. IF PROGRAM CAN BE ARRANGED SHE WILL ARRIVE WASHINGTON ON SEPTEMBER 15. PLEASE ADVISE NAME OF CONTACT AND PHONE MISS CORREA SHOULD CALL ON ARRIVAL IN WASHINGTON.
JORDEN

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